

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	10/805,873	Confirmation No.	9879
Applicant	:	Christopher D. Payne, et al.		
Filed	:	03/22/2004		
Title	:	SYSTEM AND METHOD FOR OPTIMIZING SEARCH RESULT LISTINGS		
Group Art Unit	:	3688		
Examiner	:	Darnell A Pouncil		
Docket No.	:	306410.02/MFCP.140571		
Customer No.	:	45809		

VIA EFS – November 12, 2009

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Please find submitted herewith an Information Disclosure Statement filed in accordance with 37 C.F.R. §§ 1.97(c)(2) and 1.98 and the required fee of \$180.00 under 37 C.F.R. § 1.17(p).

RESPONSE

In response to the Office Action mailed August 18, 2009, please amend the above-identified application as follows:

Amendments to the Claims: begin on page 2 of this paper.

Remarks/Arguments: begin on page 14 of this paper.